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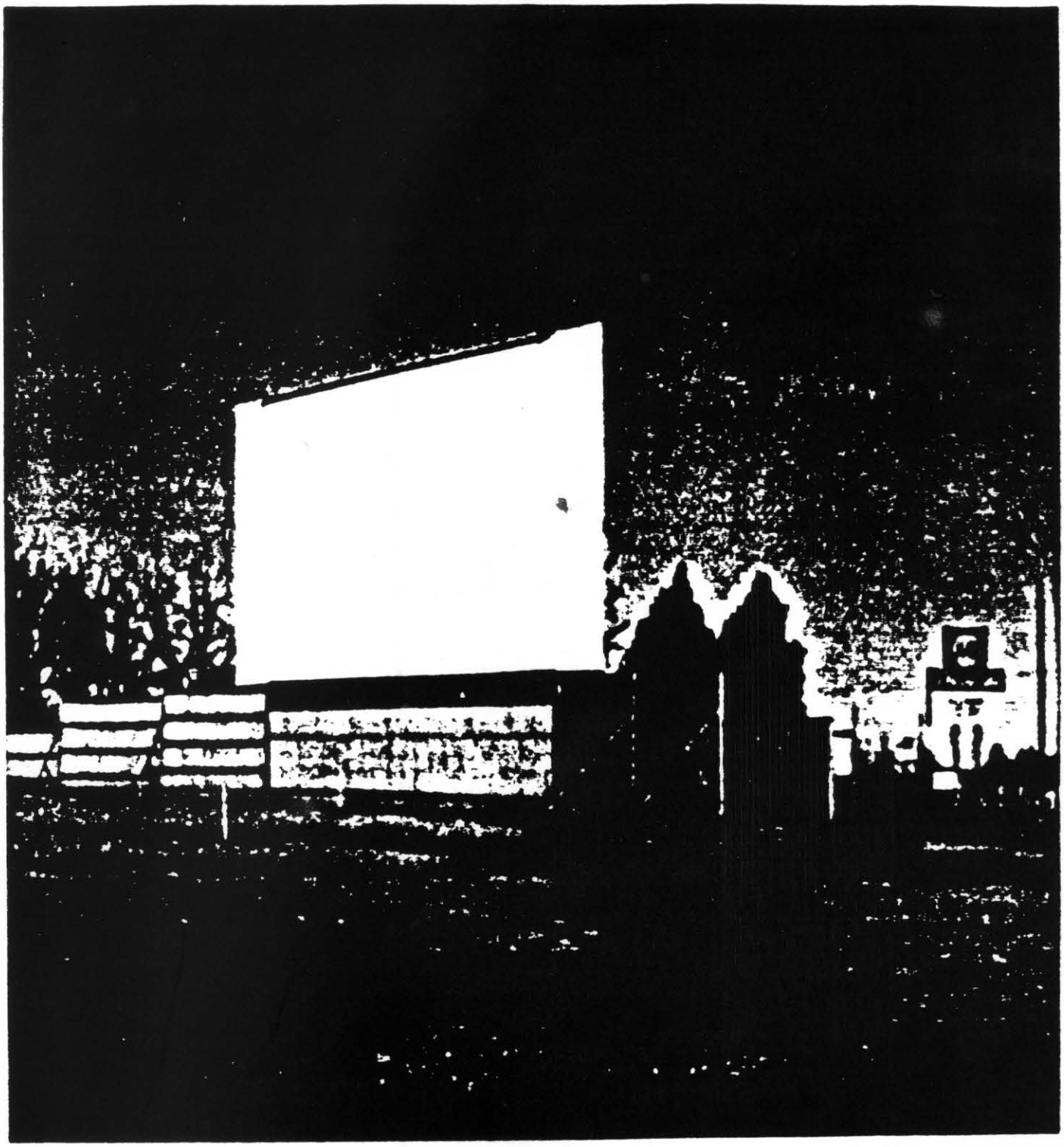


17th

COLUMBIA PICTURES presents IT CAME FROM BENEATH THE SEA starring KENNETH TOBEY, FAITH DOMERGUE and DONALD CURTIS

Screen Play by GEORGE WORTHING YATES and HAL SMITH. Technical Effects Created by RAY HARRYHAUSEN. Executive Producer SAM KATZMAN.

55/89

SEE THE MIGHTY GODZILLA IN A FIGHT TO THE DEATH WITH HIS BIONIC DOUBLE!

ALL NEW! NEVER SEEN BEFORE!

CINEMA SHARES *presents*

GODZILLA VS. BIONIC MONSTER

Distributed by DOWNTOWN DISTRIBUTION CO., INC.

G GENERAL AUDIENCES
All Ages Admitted

AD 301 3 COL X 104 (312 LINES)

CRACKLING NEW DANCE!

Shock Treatment Rock"

television and contest promotion

Records is issuing a special 45 r.p.m. record tment" instrumental number featuring "The e-a dance contest for couples to compete in est dance interpretation of this tune. Disc invaluable ally in such a contest since they can of the record and give wide publicity to the

SETS OF RADIO SPOTS

and 20-second spot announcements are aimed ct the teen-age and young audience, done in ge and in rhyme. They have been specially well-known disc jockey, "Mad Daddy."

o 60, 30 and 20 seconds, is more sedate and e adult audience.

d reach the widest possible audience!

Order from
AD-PUB SERVICE DEPT.
OX, 444 W. 56th ST., NEW YORK, N. Y. 10019

AVAILABLE—TELEVISION SPOTS

spots have the same hard-sell approach as the and are guaranteed to build a want-to-see ture.

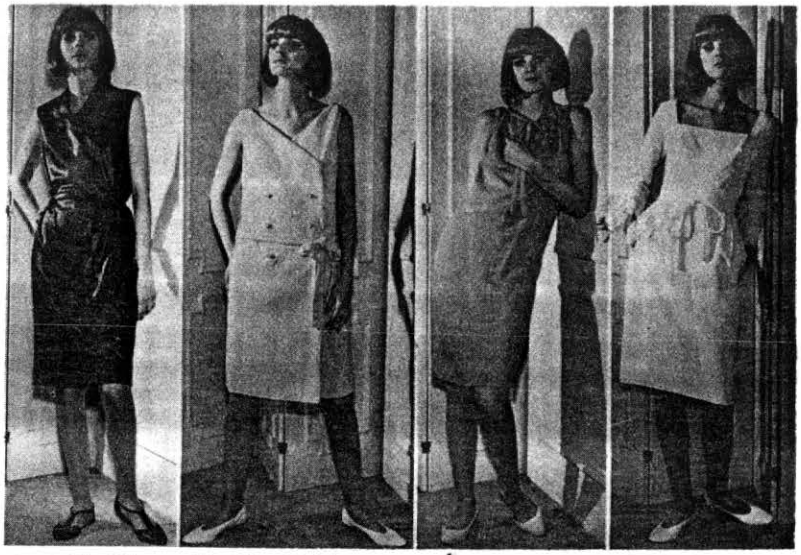
SHOCK TREATMENT FASHIONS *Designed by "MR. MORT"*

famous "Mr. Mort" of New York has designed the four "Shock Treatment" dresses illustrated here. Since there are local distributors of this line throughout the country, you can arrange with one to make a mutually beneficial tie-in at the time you release the picture. One suggestion might be a "Shocking" Fashion Show in conjunction with a special showing of the picture.

It could also be tied in with a cocktail party at a near-by lounge with the management featuring its own "Shock Treatment Cocktail."

If you have any difficulty in locating a local "Mr. Mort" dealer, contact: Mr. Jerry L. Patterson

"Mr. Mort"
498 Seventh Avenue
New York, N. Y.
Telephone: 212 - OX 5-4760



The high voltage look in **Static Black!** **Shocking Pink!** **Electric Orange!** **Lightning White!**

K TREATMENT MACHINE!

For use in your lobby . . .

Will help to give you a jolt when yon need it most!

hine designed to "test" the Shock Treatment the participant can be set up in your lobby f and during showing of the picture. The ted device indicates by a pull on a lever the " of the individual. It's a "fun" gadget which erest and help advertise the picture.

" x 9½" (fire red) and works on a table. The 0, F.O.B. New York and check should accomder with instructions as to whether exhibitor e sent via air express, regular mail or Railway er from: Columbia Advertising Co.
7 101st Ave. Richmond Hills, N. Y.
Telephone: 212-AX 1-5900

"SHOCK TREATMENT DREAM"

A Sure-fire Attention Getter!

Play in your lobby the special recording which is a dramatic rendition of the weird sounds of what goes on in a man's mind while he is under the control of the machine during shock treatment. This record could also be used on radio in conjunction with the announcement of your playdate. Order from

AD-PUB SERVICE DEPT.
20th CENTURY-FOX
444 WEST 56th ST., NEW YORK, N. Y. 10019

THEATRICAL TRAILER

This trailer—with its hard-sell approach—plays up every exploitational aspect of the picture. It is designed to attract every age group. Play it in advance of your opening in conjunction with other exploitation ideas shown on this page to build sure-fire audience interest. ORDER FROM NSS.

SHOCK TREATMENT HAIR-STYLE

Conceived to make your hair stand on end
even before you see the picture!

Arrange with local beauty salons to co-sponsor a hair-do fashion contest—either for a television show or at the theatre at a special midnight showing of the film. The idea could be built around the fact that suspense thrillers often make "one's hair stand on end." This is off-beat enough so that you should be able to promote some good prizes.

Or, a joint sponsorship might be worked out to tie-in the best hair-do for each of the four dresses designed by "Mister Mort" as shown elsewhere on this page.

VAN DE GRAAF GENERATOR

A Spine-Tingling, Hair-Raising Preview of Audience Reaction

This machine is used by high schools and colleges to demonstrate electronic effects. The current generated by this machine can make a woman's hair literally stand on end. This would make a very unique lobby display or traveling ballyhoo. Note, however, that the woman's hair would have to be well shampooed, dry and with no extra oil in it. The model you use would also have to be insulated from ground shock by standing on a platform at least 16" from the floor.

With the tremendous interest nowadays in physics and electronics, schools are urging talented youngsters to create their own models. A display in the lobby of the generator or some other similar device would credit the school which loaned it and also create some newspaper talk.

MOTIONAL TIE-UP WITH FAWCETT WORLD LIBRARY

want
leep tonight...
one while reading
le of suspense, hor-
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OCK
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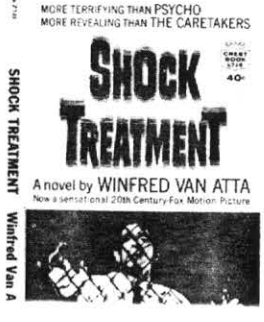
he thrilling
Fox picture
man, Carol
ley, Roddy
Dowall and
ren Bacall. Directed by
s Sanders. Produced
Aaron Rosenberg.


MORE TERRIFYING THAN PSYCHO
MORE REVEALING THAN THE CARETAKERS
SHOCK
TREATMENT
A novel by WINFRED VAN ATTA
Now a sensational 20th Century-Fox Motion Picture
SHOCK TREATMENT Winfred Van A

As seen on the cover illustrated here, the paperback of the popular novel on which the picture is based has exciting copy with direct tie-up with the motion picture featuring star heads and scenes from the picture. To heighten the joint exploitation of the picture and the book, Fawcett field representatives

TELOPS

There are two styles of telops available—one with station I. D. and one without. Specify whether you want slides or telops. This is up to your station contact—let them decide. Also specify whether you want the "Shared I.D." or "General" slides or telops. If you order the "Shared I.D." include the call-letters of the station involved. This is essential. Specify the title of the film.

With station I.D. $6.00

Order from
QQ TITLE CARD CO.
247 West 46th Street
N... Y... N. Y. 10036

20th Century-Fox

ADVERTISING SUPPLEMEN

YOU WON'T BE THE SAME WHEN YOU COME OUT OF SHOCK TREATMENT

THE FAKER... If they caught him, he'd get a shock that would blast his insides!

STUART WHITMAN

THE SEX-HAUNTED... Her uncontrollable desires could make her a pawn of the next man!

CAROL LYNLEY

THE PSYCHO... On the loose... and after strange kicks!

RODDY McDOWALL

THE SADIST... She used "the treatment" as a weapon!

AND LAUREN BACALL as Dr. Edwina Beighley

Produced by AARON ROSENBERG · Directed by DENIS SANDERS
Screenplay by SYDNEY BOEHM BASED ON THE NOVEL BY WINFRED VAN ATTA CINEMASCOPE 20th Century-Fox

SIG

152 lines x 4 columns (608 lines)
4 columns by 10⅞ inches

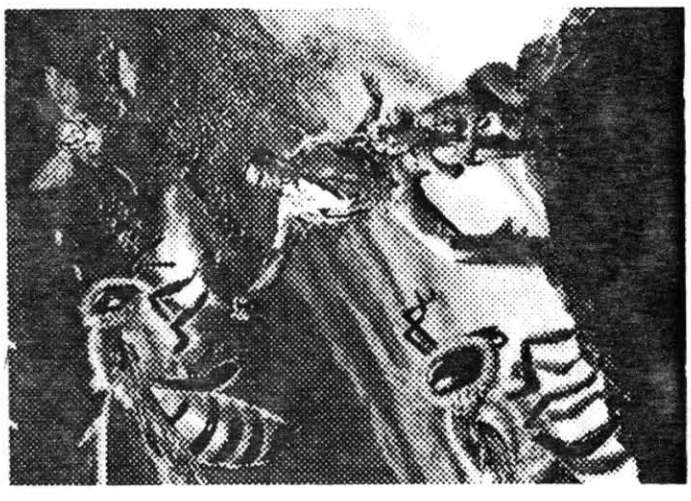
MAT—404

STUART WHITMAN · CAROL LYNLEY · RO

They Prey on HUMAN FLESH!

JOHN SAXON
ANGEL TOMPKINS
JOHN CARRADINE

the BEES PG



the BEES PG

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JOHN SAXON
ANGEL TOMPKI
JOHN CARRADI

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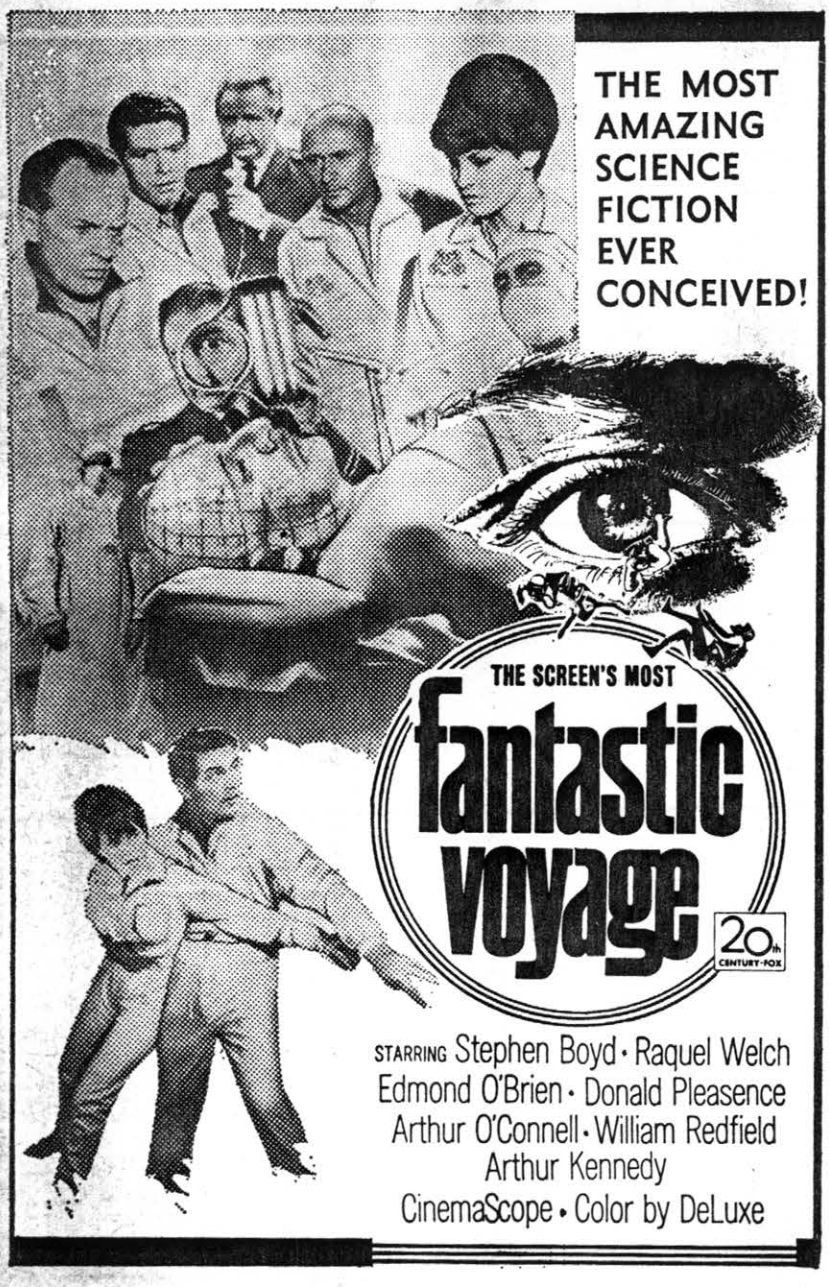
hole town is forced into
the INVASION OF THE
. . . at the . . . . . .

Ordinary housewives turn into ravishing creatures.
THEY'LL LOVE THE VERY LIFE OUT OF YOUR BODY!
"INVASION OF THE BEE GIRLS"
STARRING
WILLIAM SMITH · ANITRA FORD
VICTORIA VETRI and THE BEE GIRLS
Written by NICHOLAS MEYER - Directed by DENIS SANDERS
A SEQUOIA PICTURES, INC. PRODUCTION
A CENTAUR PICTURES RELEASE - COLOR by C.F.I.
R RESTRICTED Under 17 requires accompanying Parent or Adult Guardian

Mat 301-376 lines-3x125 (27 inches)


THE MOST AMAZING SCIENCE FICTION EVER CONCEIVED!
THE SCREEN'S MOST
fantastic voyage
20th CENTURY-FOX
STARRING Stephen Boyd • Raquel Welch
Edmond O'Brien • Donald Pleasence
Arthur O'Connell • William Redfield
Arthur Kennedy
CinemaScope • Color by DeLuxe

STEPHEN BOYD

A RAIN OF FIRE FROM THE SKY!
EARTH FACES A MOMENTOUS CHALLENGE
AS YOU LIVE AMAZING
ATOMIC ADVENTURE... ON LAND...
IN OUTER SPACE...
AND UNDER THE SEA!

VOYAGE TO THE BOTTOM OF THE SEA

20th CENTURY-FOX

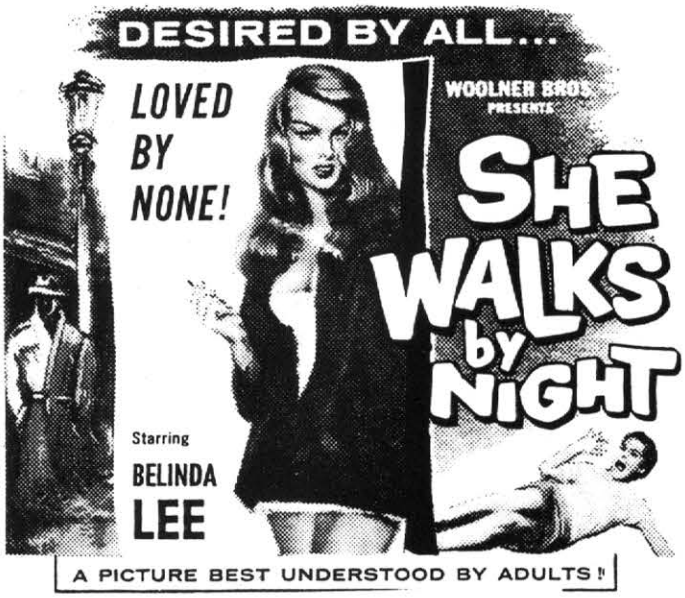
CINEMASCOPE
AND BREATHTAKING
COLOR by DE LUXE

Hear
Frankie Avalon
sing:
"VOYAGE TO THE BOTTOM OF THE SEA"

starring

WALTER PIDGEON · JOAN FONTAINE
BARBARA EDEN · PETER LORRE
ROBERT STERLING · MICHAEL ANSARA and FRANKIE AVALON

BOOK INDIVIDUALLY TO BUILD A GOOD PROGRAM . . . or



RUNNING TIME 80 MIN.

RUNNING TIME 72 MIN.

. . . BOOK AS A THREE UNIT SHOW FOR A TOP GROSS

269 MINUTES OF EXCITEMENT!
1
WITH A LUST FOR MEN!
WOOLNER BROS.
SHE WALKS by NIGHT
starring BELINDA LEE
2 TODAY'S THRILL-MAD GIRLS!
Too young to be careful... too tough to care
...now it's too late to say "NO"...
TEENAGE DOLL
3 THEY'D KILL TO BE LOVED!
FLAMING PASSIONS! WEIRD ADVENTU
SWAMP WOMEN
A WOOLNER BROS. PRODUCTION
STARRING
MARIE WINDSOR • CAROLE MATTHEWS • BEVERLY GAR
EASTMAN COLOR!

SEE SUTTEE
BURNED ALIVE
on an ALTAR of FLAME
IT'S SCARY!
IT'S SCREAMY!
IT'S SCREWY!
IN PERSON
DR. NEFF
presents his original
HORROR SHOW
MADHOUSE OF MYSTERY
SEE
The GODDESS of VOODOO
A ZOMBIE NIGHTMARE
With HEX APPEAL
TREMBLE with THRILLS
SHIVER with SUSPENSE
SHAKE with LAUGHS
ON STAGE

LUNCH WAGON

SYNOPSIS
(Not for Publication)

Meet Marcy (Pamela Bryant) and Shannon (Rosanne Katon), two lovely co-eds working away their summer vacation at Andy's (George Memmoli) gas station. He hired them for their *assets* but quickly fires them when he gets fed up with their lack of expertise ("you check his dipstick, turkey!"). Luckily for the girls, old friend Bernie's (Dick Van Patten) Lunch Wagon is given to them when Bernie inherits a fortune from a distant relative. Together with their new found cook (Candy Moore) the three girls set off for a summer of fun and mis-adventure!

At the local construction site, the girls inadvertently foil the plans of the dastardly Alvin Schmeckler (Rick Podell) who is ripping off the Ace Dental Company with a Lunch Wagon of his own as a cover. When Big Al is unable to get rid of the girls by more "conventional" methods, he resorts to calling in a professional hit-person, his mother (Rose Marie).

Meanwhile, two down on their luck hoods from Detroit (Chuck McCann and Vic Dunlop) out to steal a $50,000 diamond have to ditch their prize in the girls' mustard while being chased by the cops.

The chase is on... everybody is after Marcy and the Lunch Wagon, both kidnapped by Rose Marie and about to be blown up at Mt. Baker, an Army testing site. To the rescue race the boyfriends (Jimmy Van Patten, Michael Tucci, Maurice Sneed). The comedy and action is highlighted by the driving beat of New Wave rock and roll with an on-camera performance by Terry and Dale Bozzio, members of the Frank Zappa band. The girls are saved and get a diamond to boot.

Be sure to "come and get it" on the LUNCH WAGON!!

A WORD ABOUT THE CAST

A very hip, sexy comedy, in tune with the 80's, should have at its core some hip, sexy stars. The people who fill almost all of the starring roles in LUNCH WAGON really fill that bill:

PAMELA BRYANT, ROSANNE KATON and **CANDY MOORE** play three enterprising young ladies who go after very little fame but a great deal of fortune after acquiring a broken-down but quite usable lunch wagon, or catering truck, as it is sometimes known. PAMELA and ROSANNE are both PLAYBOY centerfolds who have graced the pages of that most popular magazine in at least ten issues between them. LUNCH WAGON is the first motion picture to star two centerfolds in such leading roles.

RICK PODELL is Alvin Schmeckler... a very nasty fellow. Not only do his plans include blackmailing the Burbank Home For Crippled Children, but he is right in the middle of ripping off most of the gold from ACE DENTAL, the world's largest supplier of gold and silver fillings, only to be foiled by our LUNCH WAGON girls. RICK is one of the brightest comedians in this decade of comedians. His appearances on The Tonight Show, Merv Griffin, Dinah Shore and Mike Douglas have led to feature film roles in UNDERGROUND ACES and HERO AT LARGE. His comic genius really comes to the fore in his starring role in LUNCH WAGON.

ROSE MARIE plays Rick's mother, Mrs. Schmeckler, a professional "hit" person. When Al is unable to get rid of the girls and their Lunch Wagon by using every trick he knows, he has no alternative but to call in the one and only "hit"person who can guarantee that the job will be done... his Mom! ROSE MARIE needs no introduction here. Her career in show business goes back some fifty years. Her comedic timing and professionalism have never been better than in this unique and hilarious role.

CHUCK McCANN and **VIC DUNLOP** just might be the biggest new comedy team of the 80's, both in terms of talent and physical size. The play the roles of The Turtle and Ralph, two down-on-their-luck hoods from Detroit who come to Los Angeles to pull off the one diamond heist which will secure their futures. There hasn't been a funnier twosome since Laurel and Hardy, to whom they are being compared.

The cast of LUNCH WAGON also includes more of the hippest and most popular comedians of the New Wave generation of comics;

MICHAEL MISLOVE of **The Ace Trucking Company** in the role of Danny Heath.

GEORGE MEMMOLI of **The Ace Trucking Company** in the role of Andy, the gas station owner.

BIFF MANARD, of **Make Me Laugh** fame in the role of the wino.

MICHAEL TUCCI, whose second lead role in **GREASE** led to many feature films.

LOUISA MORITZ, a familiar face (and body), who did a fine job in **ONE FLEW OVER THE CUCKOO'S NEST.**

JAMES VAN PATTEN plays the romantic lead, Biff. As one of the construction workers to whom our heriones serve up great lunches, he falls head-over-hammer for PAMELA BRYANT. JIMMY is one of the very famous and talented sons of DICK VAN PATTEN, and has already had his own TV series.

DICK VAN PATTEN from the number one rated television show EIGHT IS ENOUGH has a great cameo role as BERNIE, the original owner of the Lunch Wagon.

Even with all of the great stars listed above, LUNCH WAGON offers even more. **ANTHONY CHARNOTTA** is a very familiar face as Schmeckler's henchman, Herman. **ODIS McKINNEY,** one of the construction workers, is a starring defensive back for the **Oakland Raiders. NELS VAN PATTEN** plays Scott, a member of a New Rock Band, and is another famous Van Patten son. And speaking of the band, the music score is highlighted by the driving force of New Wave Rock and Roll and the on-camera performances of Terry and Dale Bozzio, both members of the popular Frank Zappa Band.

There you have it... GREAT STARS... BEAUTIFUL GIRLS... HILARIOUS COMEDY... SUPERB MUSIC... all combined and directed by Academy Award winning director, **ERNEST PINTOFF.**

RUNNING TIME: 88 MINUTES

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864 SOUTH ROBERTSON BLVD.
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CALIFORNIA 90035
(213) 652-6785

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PRESSBOOKS

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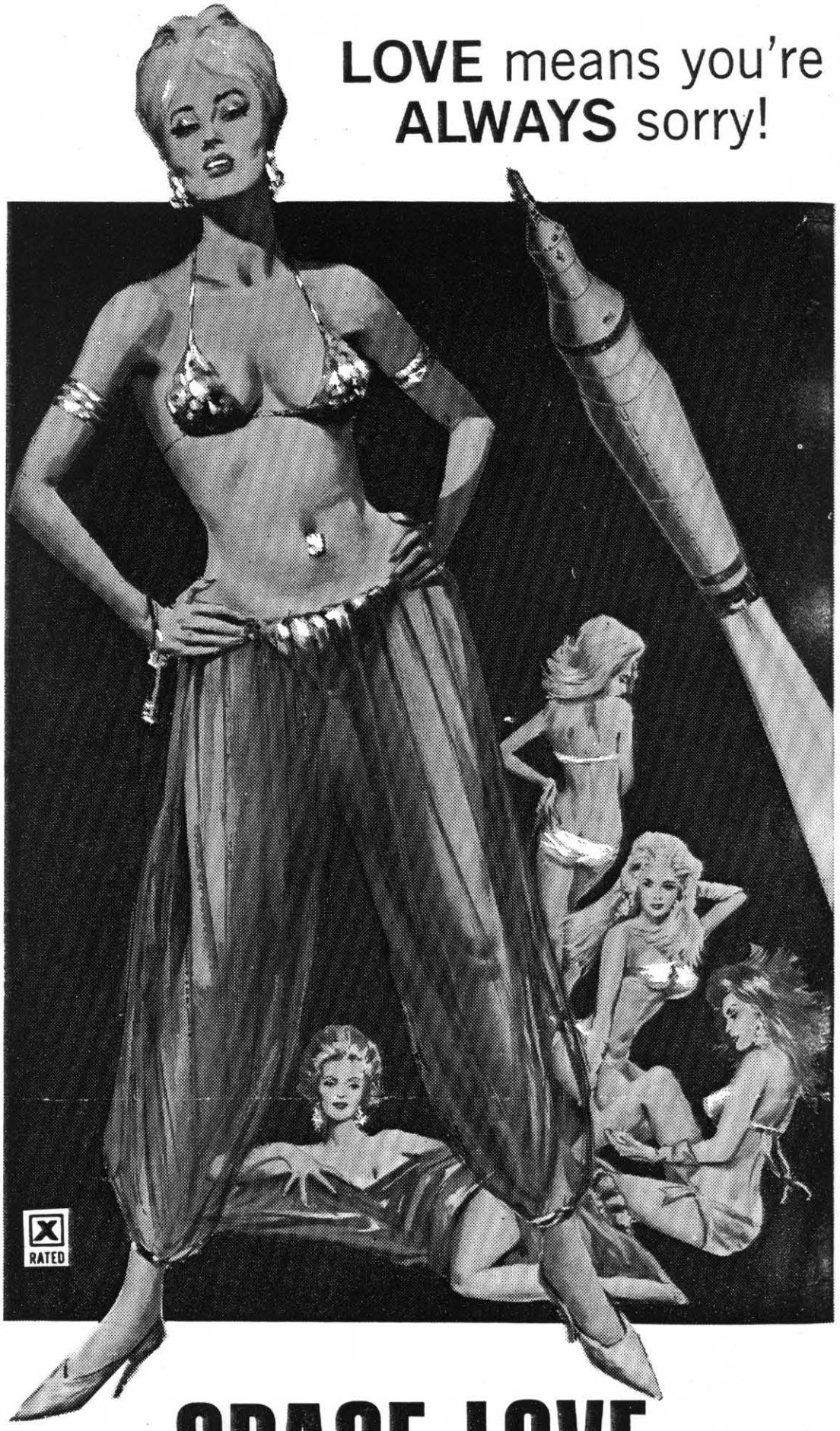
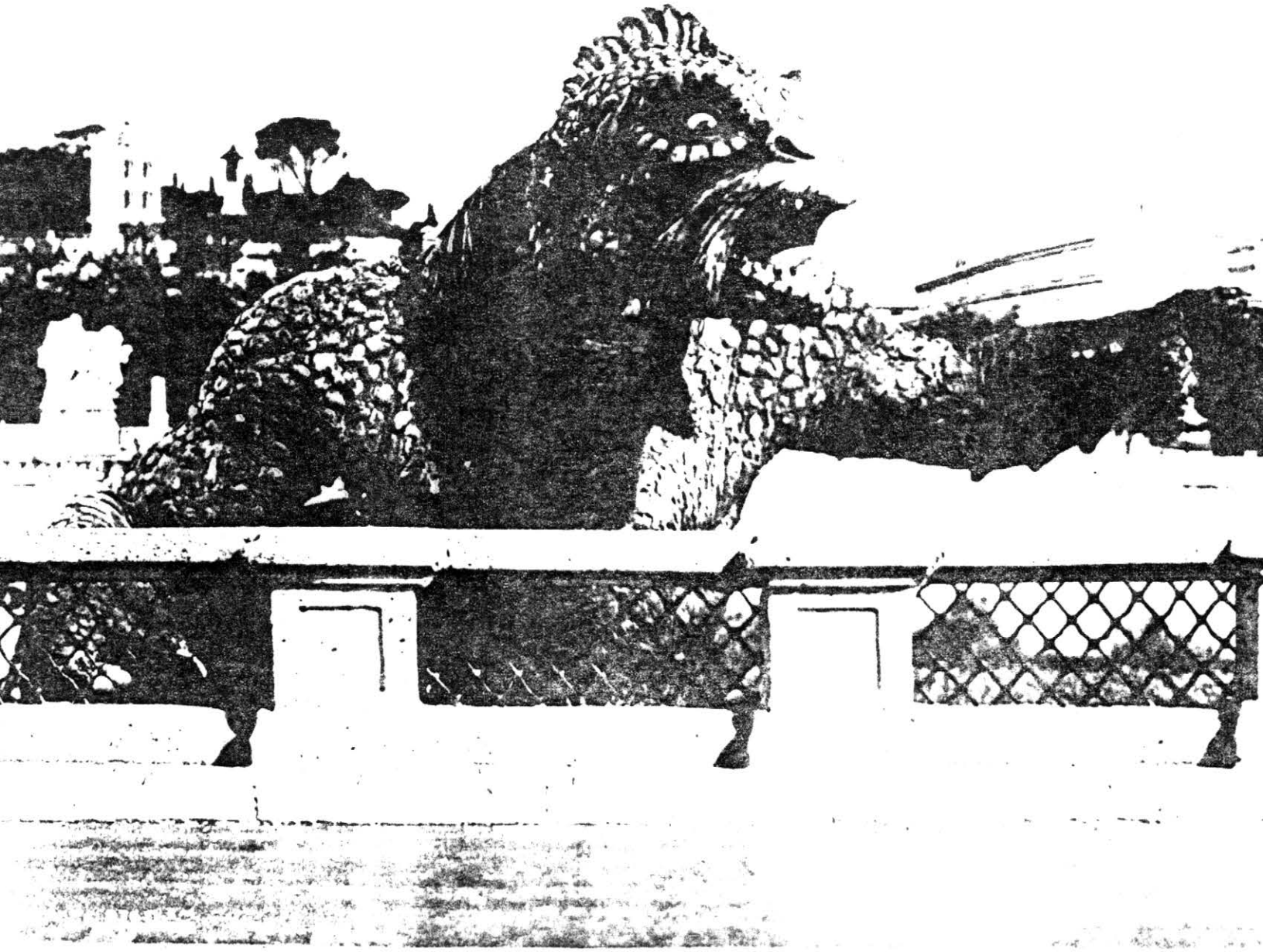
★

ICANS, ALL LOVE ACTS
SHOWN IN THE...
ION-SCREENOVISION!

LOVE means you're
ALWAYS sorry!



SPACE LOVE



COLUMBIA PICTURES presents

20 MILLION MILES TO EARTH

starring WILLIAM HOPPER, JOAN TAYLOR

A McEnroe-Gile Production

57/112

"Property of National Screen Service Corp. Licensed for display only in connection with the exhibition of this picture at your theatre. Must be returned immediately thereafter!" Printed in U.S.A.

GODZILLA

RAYMOND BURR

Directed by TERRY MORSE and I. HONDA • A TRANS WORLD Release

56-214

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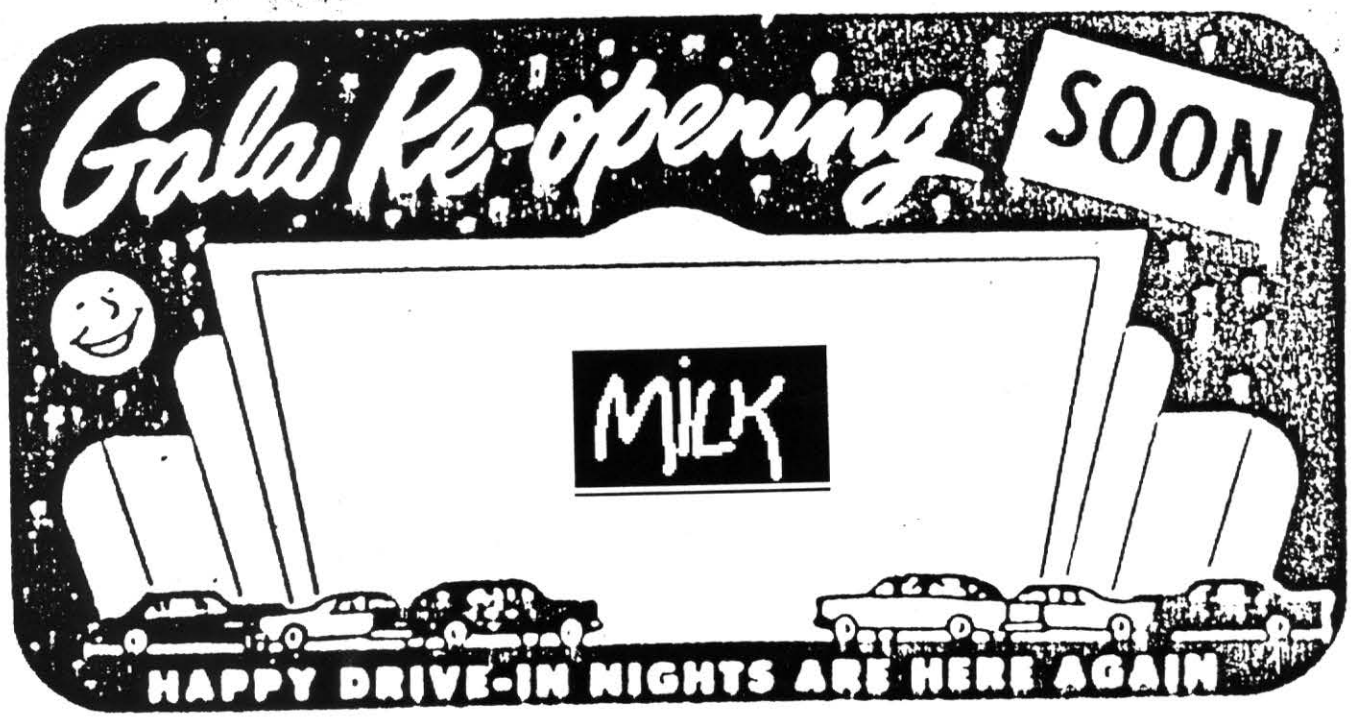
BE SURE TO SEE THESE
ACADEMY AWA
WINNERS

DRIVE-IN NIGHTS ARE HERE AGAIN
Gala Re-Opening


Gala Re-opening
SOON
MILK
HAPPY DRIVE-IN NIGHTS ARE HERE AGAIN